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FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

June 11, 1997

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW, Suite 222  
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

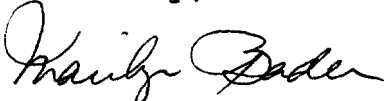
Dear Commissioner Chong:

I strongly urge you to exercise FCC authority to implement the petition filed by 24 national organizations on May 14, 1997. This petition requested the FCC to require broadcasters to provide a significant amount of airtime for privately funded alcohol counter advertisements.

The rise in teen alcohol and other drug use statistics is cause for concern. The numbers remained steady or decreased until 1992 at which time funding for prevention and intervention efforts decreased and advertising budgets increased.

It is crucial to our nation's future to provide youth, families and neighborhoods with clear "non-use by minors" messages. In fact, underage use will decrease only when adults take on adult responsibilities and act like the leaders of our families, neighborhoods, organizations and business as well as our government.

Sincerely,



Marilyn Bader  
6719 Bonnie Ave.  
St. Louis, MO 63123

97060378

June 11, 1997

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

FEDERAL COMMUNICATIONS  
COMMISSION  
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Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

*Lynn Conlon*  
P.O. Box 68  
Methuen  
12263

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COMPLAINTS  
INVESTIGATION

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JUN 20 '97

FEDERAL COMMUNICATIONS  
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June 11, 1997

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Federal Communications Commission  
1919 M Street NW  
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Thank you for your time and consideration.

Sincerely,

*Dolores P. Ravi*  
639 Hurd Rd  
Swan Hill NY  
12783

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COMPLAINTS  
INVESTIGATION

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FEDERAL COMMUNICATIONS  
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1919 M Street NW  
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Thank you for your time and consideration.

Sincerely,

*Susan Reed*

SUSAN REED  
58 Highland LK. RD.  
ELDRED, N.Y. 12732

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Thank you for your time and consideration.

Sincerely,

*Arma Manzi*  
P.O. Box 75  
Smallwood NY  
12778

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## FIGHTING BACK

232 E. Canon Perdido  
P.O. Box 28  
Santa Barbara, CA 93102  
(805) 682-6667 • (805) 963-4099 FAX

971-11380

SANTA BARBARA'S  
COMMUNITY INITIATIVE  
To Reduce Demand for  
Illegal Drugs and Alcohol

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June 6, 1997  
JUN 20 '97  
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COMMISSION  
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RECEIVED

Commissioner Rachelle Chong  
Commissioner James Quello  
Federal Communications Commission  
1919 "M" Street, NW  
Washington, DC 20554

Dear Commissioners Chong and Quello:

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Thank you for your time and consideration.

Sincerely,



Gregg Hackethal, Esq.  
Senior Vice President  
Van Deventer & Hoch

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# The Council on Alcoholism and Drug Abuse

An Affiliate of the National Council on Alcoholism and Drug Dependence, Inc.  
P.O. Box 28 • Santa Barbara, California 93102 • (805) 963-1433 • FAX (805) 963-4099

970-1384

June 6, 1997

Commissioner Rachelle Chong  
Commissioner James Quello  
Federal Communications Commission  
1919 "M" Street, NW  
Washington, DC 20554

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FEDERAL COMMUNICATIONS  
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Thank you for your time and consideration.

Sincerely,

Richard A. Breza  
Chief of Police  
Santa Barbara Police Department

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MMB ENFORCEMENT  
COMPLAINT  
INVESTIGATION

97-16-385

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Washington, DC 20554

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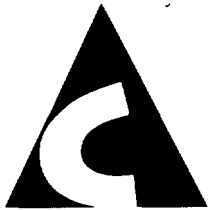
Thank you for your time and consideration.

Sincerely,

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Justin Halladay  
P.O. Box 307  
Fallsburg, NY  
12733





ALCOHOLISM COUNCIL OF NEW YORK

*Your Life Matters*

352 Park Avenue South  
New York, NY 10010  
(P)212-252-7001  
(F)212-252-7021

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R. Brinkley Smithers  
1907-1994

**Executive Director**

Stacia A. Murphy

The New York Affiliate  
of the National  
Council on  
Alcoholism  
and Drug  
Dependence



97051380

June 6, 1997

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Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

FEDERAL COMMUNICATIONS  
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Dear Commissioner Chong,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plague our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge you to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

*Charles A. Dana, Jr.*  
Charles A. Dana, Jr.

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97061387

June 16, 1997

Commissioner Rachelle Chong  
Commissioner James Quello  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

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FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

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JUN 20 '97

Dear Commissioners Chong and Quello:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commissioner's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves, and the broadcaster's responsibility is to serve the public interest. I am very concerned, as I deal with the issue of underage drinking here in Indiana, that public interest is not being served as alcohol producers continue to target youth with their beverage advertisements.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children, and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals, and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-advertising. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration in this important matter.

Sincerely,

  
Lisa Hutcheson  
Project Director

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FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY



97060388

3333 Eastside St., Suite 111

Houston, Texas 77098

Phone: (713) 520-5502

Fax: (713) 520-5770

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FEDERAL COMMUNICATIONS  
COMMISSION  
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June 16, 1997

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1919 "M" Street, NW  
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Thank you for your time and consideration.

Sincerely,

William M. (Mel) Taylor, MSW  
Executive Director

- Counseling, assessment, intervention and referral services
- Short-term counseling for individuals and families
- Drug education and prevention classes for:
  - Families, adolescents and children
  - Adults seeking relapse prevention services
  - Drug offenders, DWIs and MIPs (State of Texas required)
- Educational conferences, forums and workshops for professionals, communities, businesses and corporations
- Services for substance-exposed infants, children and their families
- After-school drug prevention programs and life-skills day camps
- Regional drug prevention resource center, literature and video library services
- Volunteer and speakers bureau opportunities

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HMB COMPLAINTS INVESTIGATION  
All services are unbiased, confidential and bilingual. Counselors are qualified, licensed professionals. Sliding fee scale is available.

970601389

June 11, 1997

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

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Thank you for your time and consideration.

Sincerely,

*Human Gonzalez*  
P.O. Box 12  
Swan Lake, NY 12783

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MMB ENFORCEMENT  
COMPLAINT  
INVESTIGATIVE

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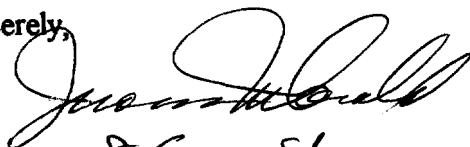
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Thank you for your time and consideration.

Sincerely,



8 Green St

Monticello, N.Y. 12701

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INVESTIGATION

97060360

JACKSON COUNTY ALCOHOL INFORMATION CENTER

COUNCIL ON ALCOHOLISM

538 Scotts Creek Road Suite 105  
Sylva, NC 28779

Telephone (704) 586-6948

June 17, 1997

FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

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Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

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Dear Commissioner Chong:

As a prevention educator in public schools, I continue to be amazed at the "knowledge" our children have based on the advertising of beer and wine as seen on television. Many in the primary grades know the slogans and names of the products advertised. Many of the ads are appealing to children.

I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

There is a need for FCC to require broadcasters to offer time for counter-ads.

Thank you for your kind consideration to this concern.

Sincerely,

*Myrtle H. Schrader*

Myrtle H. Schrader

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FEDERAL COMMUNICATIONS  
COMMISSION  
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OHIO AFFILIATE OF



NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE, INC.

1561 OLD LEONARD AVENUE  
COLUMBUS, OHIO 43219  
(800) 721-2836  
(614) 253-2836  
FAX (614) 253-3309

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June 13, 1997

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, D.C. 20554

Dear Commissioner Chong:

Since alcohol is the nation's number one health problem and the drug of choice among Ohio youth, NCADD/Ohio strongly urges you to support a notice of inquiry to examine the commission's role in addressing the alcohol advertising issue.

The FCC has a responsibility to serve the public interest and we are very concerned about the effects of this type of advertising on Ohio's youth.

We support the National Council on Alcoholism and Drug Dependence petition to require broadcasters to offer time for counter ads and hope that you will also consider this issue.

Thank you for your time and consideration.

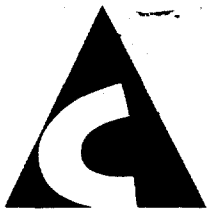
Sincerely,

*Patricia J. Liggett*  
Patricia J. Liggett  
Executive Director

FEDERAL COMMUNICATIONS  
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ALCOHOLISM COUNCIL OF NEW YORK

*Your Life Matters*

352 Park Avenue South  
New York, NY 10010  
(P) 212-252-7001  
(F) 212-252-7021

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*Chairman Emeritus*

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Buford G. Peterson  
1915-1984  
R. Brinkley Smithers  
1907-1994

**Executive Director**

Stacia A. Murphy

The New York Affiliate  
of the National  
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Alcoholism  
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Dependence



9706110

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Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

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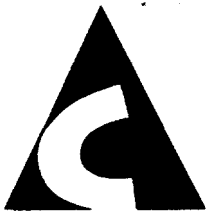
Linnea Olson  
Deputy Director

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ALCOHOLISM COUNCIL OF NEW YORK

*Your Life Matters*

352 Park Avenue South  
New York, NY 10010  
(P) 212-252-7001  
(F) 212-252-7021

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Denis J. O'Grady  
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Charles F. Smithers III  
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*Secretary*

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1915-1984  
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Stacia A. Murphy



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June 6, 1997

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

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JUN 20 '97

Dear Commissioner Chong,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plague our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge you to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

*Johnnie H. Johnson*

Johnnie Johnson, CSW, CASAC  
Social Worker

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JUN 23 2 03 PM '97  
FEDERAL BUREAU OF INVESTIGATION  
COMPLAINTS SECTION

# National Council on Alcoholism and Drug Dependence of the South Bay

1334 Post Avenue, Torrance, California 90501-2677 (310) 328-1460

DOCKET FILE COPY ORIGINAL

June 9, 1997

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcaster's responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverages advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

  
Betty Batenburg  
Executive Director

Administrative Office  
1334 Post Avenue  
Torrance, CA 90501  
(310) 328-1460  
FAX (310) 328-1964  
betty@yesonline.com

Community Prevention  
and Recover Program  
1334 Post Avenue  
Torrance, CA 90501  
(310) 328-1460

High Gain Drinking  
Driver Program  
1332 Post Avenue  
Torrance, CA 90501  
(310) 328-1587

&  
9100 S. Sepulveda Bl. #105  
Westchester, CA 90045  
(310) 644-3659  
&  
Avalon, Catalina Island  
(310) 644-3659

Flossie Lewis Center  
351 E. 6th Street  
Long Beach, CA 90802  
(310) 435-7350

Building Blocks Program  
1744 W. 255th Street  
Lomita, CA 90717  
(310) 539-0055

Domestic Violence Program  
for Battered  
1334 Post Avenue  
Torrance, CA 90501  
(310) 328-1460

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Betty Batenburg  
Executive Director

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COMPLAINTS  
INVESTIGATION

AN AFFILIATE OF  
**NCADD**

NATIONAL COUNCIL ON ALCOHOLISM  
AND DRUG DEPENDENCE, INC.



# CALPARTNERS

C O A L I T I O N

97-6-112

June 10, 1997

Commissioner Rachel Chong  
Federal Communications Commission  
1919 M Street, NW, Suite 222  
Washington, D.C. 20554

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FEDERAL COMMUNICATIONS  
COMMISSION  
OFFICE OF SECRETARY

RECEIVED  
JUN 20 '97

Dear Commissioner Chong,

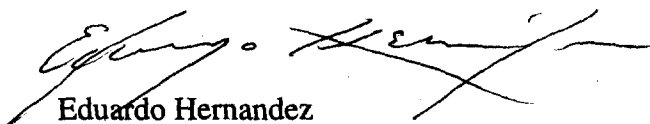
On behalf of the over 40 members of the CalPartners Coalition, I am writing to strongly urge you to support opening a Notice of Inquiry to explore the potential impact of liquor advertising on TV and radio.

Presently there is little information about the reach and effects of broadcast alcohol advertising on young people. The proposed Notice of Inquiry would authorize the commission to develop a factual record that will inform the industry, Congress and other agencies about the current extent of broadcast alcohol advertising and potential means to protect children from exposure to messages that encourage them to drink.

Alcohol problems cost our nation close to \$100 billion per year. Alcohol plays a role in a wide range of serious health and social problems, including violence and injuries that end thousands of young lives every year. The community coalition members of CalPartners who work hard every day to prevent young people from succumbing to alcohol abuse are concerned about how additional alcohol advertising on TV and radio will effect their communities.

Questions about the potential impact of adding liquor ads to the existing broadcast beer and wine advertising are worth the thoughtful consideration of your agency. The information that will be gathered as part of the inquiry will help all of us work together to determine what, if any, action is needed.

Sincerely,

  
Eduardo Hernandez  
Project Director

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COMPLAINTS  
INVESTIGATION

A program of the COMMUNITY SERVICES PLANNING COUNCIL

909 12th Street • Suite 205 • Sacramento • California • 95814 • (916) 442-3760 • fax (916) 447-7052  
e-mail: calpartners@calpartners.org • <http://home.earthlink.net/~calpartners>

97060416

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JUN 20 '97

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COMMISSION  
OFFICE OF SECRETARY

DOCKET FILE COPY ORIGINAL

June 11, 1997

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

*Jeff Pessen*  
Kevin D.  
Mulligan  
70840

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JUN 23

2 03 PM '97

MMB ENFORCEMENT  
COMPLAINT  
INVESTIGATION

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June 10, 1997

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Federal Communications Commission  
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Thank you for your time and consideration.

Sincerely,

*Bryan Ranner*

June 10, 1997

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Federal Communications Commission  
1919M Street NW  
Washington, D.C. 20554

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*Gordon Hueyck*

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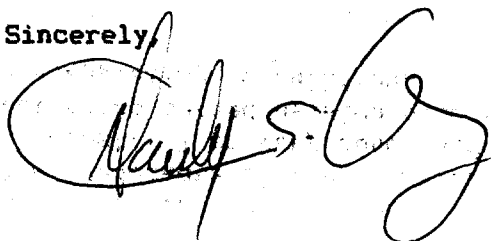
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